

CITY OF CORAL GABLES, FLORIDA

RESOLUTION NO. 2016-

A RESOLUTION AUTHORIZING CITY STAFF TO NEGOTIATE AND EXECUTE A COOPERATIVE PROMOTIONAL AGREEMENT WITH UBER, THE NATION'S LEADING PROVIDER OF RIDE-SHARING SERVICES.

WHEREAS, the City Commission has demonstrated an ongoing commitment to assisting businesses adversely affected by construction of the Miracle Mile / Giralda Avenue Streetscape Project; and

WHEREAS, loss of parking, roadway closures, and increased traffic congestion associated with Streetscape construction are contributing to a significant loss of business for Downtown merchants; and

WHEREAS, the City wishes to promote the use of ride-sharing services as a way of attracting customers to Downtown in support of businesses adversely affected by Streetscape construction; and

WHEREAS, Uber, the nation's leading provider of ride-sharing services, has expressed an interest in partnering with the City in a cooperative promotional campaign, as provided in the draft partnership proposal, included herein as Exhibit 1; and

WHEREAS, the City's Economic Development Department and Parking Department are supportive of this potential partnership with Uber.

NOW THEREFORE BE IT RESOLVED BY THE COMMISSION OF THE CITY OF CORAL GABLES:

Section 1. The foregoing "Whereas" clauses are hereby ratified and confirmed as being true and correct and are hereby made a specific part of this Resolution upon adoption hereof.

Section 2. That the City Commission authorizes City Staff to negotiate and execute a cooperative promotional agreement with Uber, the nation's leading provider of ride-sharing services.

Section 3. That this Resolution shall become effective upon the date of its adoption herein.

PASSED AND ADOPTED THIS SIXTH DAY OF DECEMBER, 2016.

(Moved by _____, Seconded by _____)
(Passed 0/0 vote)

JAMES C. CASON
MAYOR

ATTEST:

WALTER FOEMAN
CITY CLERK

APPROVED AS TO FORM AND
LEGAL SUFFICIENCY:

CRAIG E. LEEN
CITY ATTORNEY